

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: )  
 )  
Nick Steele )  
 )  
Serial No: 09/933,567 ) Art Unit  
 ) 2168  
Filed: August 20, 2001 )  
 )  
For: BRANDING AND REVENUE SHARING MODELS FOR )  
FACILITATING STORAGE, MANAGEMENT AND )  
DISTRIBUTION OF CONSUMER INFORMATION )  
 )  
Examiner: Greta Lee Robinson )

COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE

Mail Stop Issue Fee  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

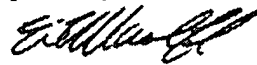
Dear Sir:

Applicant respectfully disagrees with the Examiner's statement of reasons for allowance as set forth in the communications mailed on August 11, 2008. The Applicant concurs with the Examiner's conclusion that the prior art does not suggest or render obvious the claimed invention. However, Applicant submits that it is the claim as a whole, rather than any particular limitation, that makes each of the claims in the above-identified application allowable. No single limitation should be construed as the reason for allowance of a claim because it is each of the elements of the claim that distinguish the claim from the prior art and make it allowable.

Respectfully submitted,

Dated: November 11, 2008

By:



ERIC L. MASCHOFF  
Registration No. 36,596  
Customer No. 022913